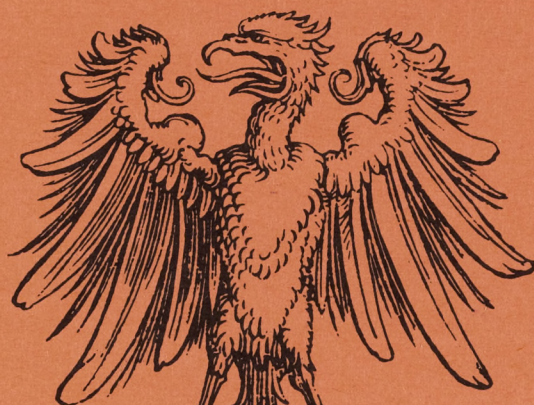


Empress de
San Francisco
Ginger



and The
Tavern Guild
Foundation
of San Francisco

Present
Spices of the
Elizabethan Era
CORONATION '80
Saturday
February 2
1980

Your Imperial Majesties, Lords and Ladies, Honored Guests:

Thank you for being with me on my final night as the reigning Empress de San Francisco and to welcome our new Empress to carry on our traditions. The Empress concept was created in San Francisco by the Tavern Guild and then nurtured by Jose I, the first Empress of these United States, our Grand Mere, the Queen Mother de San Francisco, the Mother of us all. This City of San Francisco, which I love so much, has given me what I wanted and I have tried hard to repay a debt which I owe to all of you, with love.

My theme has been and will always continue to be "togetherness." I have concentrated on working with all elements of our diverse social and economic population, and with all of the other Courts and Monarchs of our land. I feel we have made great strides in "togetherness." We must do more; we must constantly work at it. There should be no room in our hearts for separation, for self-aggrandizement, for unwarranted criticism, or for racism, sexism, or ageism, for we are all one under the skin. If we can just find the time to think of others and their needs and desires, as we think of ours, if we can find the time to channel our energies and our creativity to common goals, we can accomplish almost anything.

To my Court, Ye Olde Spice Court, words cannot convey my feeling of love for you and the support and work you have done this year. We came in with an extremely large court. We are going out with a large, dedicated Court. That's "togetherness."

When I ran for Empress last year there were two groups of people who affected my life and my future. One was a large group of supporters, the other was a significant group who disliked me intensely. There was no middle group. There were out-of-town people who also did not like me. I am very pleased tonight to count most of these people as my friends. I am more pleased about that than almost anything that has happened this past year.

To those who downgrade the office of Empress and who say the office is dying, I say, "The office is alive and well and will continue to be alive and well unless we destroy it ourselves by our inertia, our lack of support, failure to fulfill our responsibilities, and letting our own egos get in the way of cooperation with each other."

I have been the oldest elected and oldest reigning Empress de San Francisco. Because of that, besides my desire and enjoyment in working with you and for our City, I had to prove to you that age is no deterrent to ability or performance.

To our new Empress, I pledge my support. I urge all of you to do the same.

In Love and Friendship,

Ginger, Empress de
San Francisco

Greetings

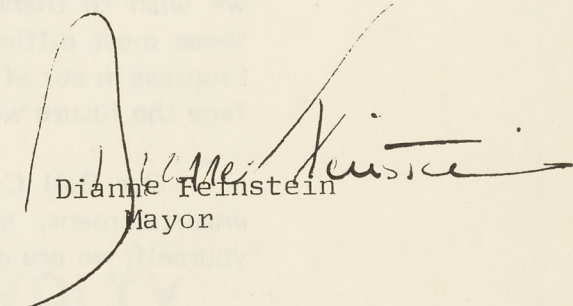
PRINTING OF TICKETS
COMPLIMENTS OF

Greta's Wooden Horse
622 Polk Street
San Francisco, CA 94102
(415) 441-9278

On behalf of the people of the City and County of San Francisco, I am pleased to extend our warmest greetings and best wishes to all of those attending the Coronation '80 Ball, which will be held in our city on Saturday, February 2, 1980, in our beautiful California Hall.

San Francisco is one of the most unique, and wonderful cities in the world, a cornucopia of cultures that is rich beyond measure in diversity and which thrives on variety.

As Mayor of San Francisco, I am honored to welcome you and to have you as a guest in our very special city. Please have a wonderful visit.


Dianne Feinstein
Mayor



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In Love and Friendship,

Ginger, Empress de
San Francisco

CORONATION
'80

RESERVED

Table No. 16-A

Greetings

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Dianne Feinstein
Dianne Feinstein
Mayor



SAN FRANCISCO TAVERN GUILD FOUNDATION

PRESIDENT

Wayne Friday

VICE PRESIDENT

James J. Bonko

SECRETARY

Frederic D. Hilliard

TREASURER

Paul Walliker

**BOARD OF
DIRECTORS**

Matthew Edwards

Darryl Glied

Chris Granger

Lee Grass

Randy Johnson

February 2, 1980

Welcome to the Coronation Ball:

The San Francisco Tavern Guild Foundation and the Empress de San Francisco welcome all who are joining us tonight for Coronation '80 -- "Spices of the Elizabethan Era," the Coronation of Empress XV de San Francisco.

We would like to take this opportunity to sincerely thank the community at large for the support given in the past to the Office of Empress, a "camp" title created some years ago which has served mostly to raise funds for charitable causes in our community. The Office of Empress has raised thousands of dollars over the past few years and we wish to thank all who have continued support through these most difficult times. We hope you will join the new Empress in our effort toward strengthening our conviction to face the future with confidence and faith in our community.

Our Ball Committee has planned an evening of fun, entertainment, and good cheer for you tonight. Enjoy yourself; we are glad you are here.

Our very best wishes,

Wayne Friday
President



Welcomes
OUT of TOWN ROYALTY
And
Thanks GINGER
For a Job Well Done!

622 Polk Street 441-9278
Just Across from California Hall

MaMa Peck Presents
the 4th Annual

HEADADDRESS BALL

Saturday, March 29, 1980

California Hall, 625 Polk Street



Theme:
EASTER FANTASY

Doors Open 7PM

Dancing 8PM

Contest 9PM

Donation \$7 Advance - \$9 Door
All Drinks \$1.00

No one under 21 admitted - Not responsible for lost or stolen articles

GINGER
THANK YOU FOR
BEING OUR FRIEND!



IMPERIAL DOVE COURT de FRESNO

presents:

CORONATION 1980

"A SALUTE TO MOVIE MUSICALS"

February 23, 1980

Fresno Hilton Hotel

7:00 PM



Thanks for a job well done!

Baroness of the Seven Hills
Eugenia Victoria von Dieckoff

“BUBBLES” THANKS YOU ALL



**AND TO MY SPONSORS — CITY JOCKS SPORT SHOP,
FLOYD’S BARBER SHOP, AND PARK BOWL — MY HEART-
FELT GRATITUDE.**



ACADEMY AWARDS

SUNDAY-5 PM-FEB 17, 1980

CALIFORNIA HALL

MOTORCYCLE SECURITY

AT LAST!

A CONTINENTAL RESTAURANT

SERVING FINE FOOD

AT MODEST PRICES

IN A MOST ATTRACTIVE SETTING

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a restaurant

Luncheon: Monday thru Friday from 11 A.M.

Brunch: Saturday and Sunday from 11 A.M.

Dinner: Nightly from 5 P.M.

Bob Smith

Bernie Gallagher

Herb Blaser

Frank Smith

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1750 POLK

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AREA PHONE DIRECTORY, AND THIS AUTHORIZATION
IS GOOD UNTIL CANCELLED OR CHANGED.

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san francisco, ca 94109
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**Thank You GINGER
for a Spicy Year!**

**Congratulations
EMPRESS XV de San Francisco!**

The Promise of the Rose...
Emperor VI **Empress XXII**
Tom *Stephanie*
 Foxx
and the Imperial Rose Court

THE WATERING HOLE



6TH AND FOLSOM

OPEN 6AM DAILY

FICKLE FOX

842 Valencia
Between 19th and 20th



JOHNNY EARL
Sunday thru Thursday

DENIS MOREEN
Friday and Saturday

Serving Dinner Nightly 6 Until !!!
Brunch Sunday 11:00 to 3:30

Reservations Suggested
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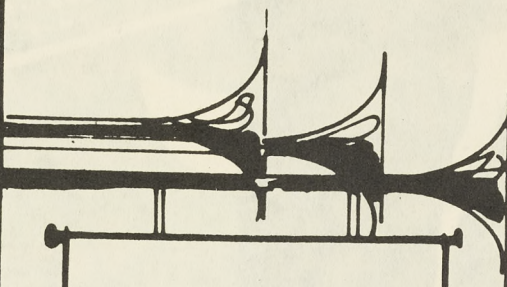
THE GOLDEN EAGLE COURT



**SAN DIEGO
AND**

H.I.M. EMPRESS NICOLE AND H.I.M. EMPEROR LYLE

INVITE YOU TO:



**IMPERIAL CORONATION
IX**

"REGAL"

FORMAL ATTIRE REQUESTED

**SUNDAY
JUNE 1, 1980
EMBARCADERO
CONVENTION CENTER**

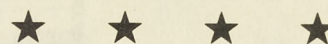
**SATURDAY
MAY 31, 1980
A Private Tour of
Ensenada, Mexico
and Awards Banquet
Beach Party
All in Mexico!**

**VISIT SAN DIEGO
& TOUR ENSENADA, MEXICO
ALL IN ONE WEEKEND!!**

**LONG LIVE THE EMPRESS OF SAN FRANCISCO!
LONG LIVE THE MONARCHY!**



CONGRATULATIONS
to
EMPRESS XIV GINGER
for
a wonderful
year



BEST WISHES
to
EMPRESS XV

621-9450

Febe's

ELEVENTH AND FOLSOM
SAN FRANCISCO

From the Staff & Management



Best Prices! Best Light Show!

THANK YOU GINGER
FOR

'79

*Delicious Deal for
Dad*

Reba

*Richard's
Sybil
George*

Jimmy

Big Dad

*Arthur
Szymanski*

Hawaiian For Jim

Corky

Rudy

Mother Woods

Jon Jon

YOUR

TENDERLOIN

CONGRATULATIONS
EMPRESS XV

Sweet William
Candi Cayne

Krystal

Bob

Jimmy

Lanni

Mat

Michael
Wayne

Cris

Tendaloni
Tessie

'80

BARTENDERS

**THE CZAR OF THE SEVEN
HILLS OF SAN FRANCISCO**



**I Clawed My Way
To The Middle**

H. R. H. RANDY JOHNSON

THANKS MOM!

YOUR SON/DAUGHTER

MF

Remy



Mr. Circus-Circus



CORONATION '80

Spices of the Elizabethan Era

- | | |
|---------|--|
| 6:30PM | Doors Open |
| 7:00PM | Introduction of MC's |
| 7:05PM | Entrance of Their Imperial Majesties, The Emperor and Empress,
Chuck Demmon and Ginger |
| 7:10PM | Invocation by Rev. Bill Tye
Welcome by Wayne Friday |
| 7:15PM | Introduction of the Imperial Trident Court of the Emperor |
| 7:25PM | Introduction of Ye Olde Spice Court of the Empress |
| 7:35PM | In-Town Introductions |
| 8:00PM | Entertainment and Intermission |
| 8:30PM | Introduction of Visiting Courts |
| 10:00PM | Entertainment and Intermission |
| 10:30PM | Presentation of Empress Candidate Tessie |
| 10:38PM | Presentation of Empress Candidate Connie |
| 10:46PM | Presentation of Empress Candidate Remy Martin |
| 10:54PM | Presentation of Empress Candidate Bubbles |
| 11:00PM | Introduction of Inactive Members of the Imperial Privy Council
Introduction of the Imperial Family of San Francisco |
| 11:20PM | Special Proclamations |
| 11:30PM | Coronation Ceremony |

**Lords and Ladies of The Court,
Kind Gentlemen and Fayre Maydens of the Realm . . .**

**We wish to extend most gracious and courteous
acknowledgements to Her Royale Majesty,**

GINGER, EMPRESS DE SAN FRANCISCO XIV

during Her reign of ye Grande Exotic Land.

**All heartfelt good wishes and myriad accolaydes
are bestowed upon Her New Majesty to be crowned . . .**

EMPRESS DE SAN FRANCISCO XV

**May Her New Majesty adorne the Empire with much joy
and great mirthgiving.**

**Prithee, and also much pomp and much circumstance
as befits Her stature whilst on the Throne.**

**It behooves us to offer much fond congratulatory offerings
to Her New Majesty from the Four Great Halls
of Revelry and Fine Feasting in Her Realm . . .**

**THE *P.S., THE MINT,
CASA DE CRISTAL
and
CHURCH STREET STATION**



THE IMPERIAL EXECUTIVE PARLIAMENT

MINISTRESS OF COURT PRESENTATIONS
Empress I de Santa Monica Mai Tai

MINISTER OF PRESENTATIONS
Imperial Prince Alex Buie

MINISTRESS OF SOCIAL PROGRAMS
Imperial Princess Blossum
MINISTRESS OF ENTERTAINMENT
Imperial Princess Pooh Bear

MINISTER OF ENTERTAINMENT
Imperial Prince James Zamora

MINISTER OF ENTERTAINMENT
Imperial Prince Steve Maidhoff

MINISTER OF THE CASTRO COLONIES
Mr. Cowboy VIII Bob Page

MINISTER OF MARKET STREET
Imperial Prince Tommy Turner

MINISTRESS OF MARKET STREET
Mr. Circus-Circus/Imperial Princess Ricketts

MINISTRESS OF THE FOLSOM COLONIES
Imperial Princess Pushy Phyllis

MINISTRESS OF THE MISSION COLONIES
Imperial Princess Emerald

LORD HIGH EXECUTIONER AND
MINISTRESS OF THE TENDERLOIN COLONIES
H.I.H. Prince Clarence/Princess Mahogany

MINISTER TO THE BIKE CLUBS
H.R.M. King Father of California Jim Smith

MINISTER OF TRANSPORTATION
Imperial Prince Rick Hansen

MINISTER OF THE POLK COLONIES
Imperial Prince Robert L. Reed

MINISTER OF THE CENTURY
Imperial Prince Paul Bernstein

MINISTER OF THE CENTURY
Imperial Prince Frankie Garabito

MINISTRESS AT LARGE
H.R.M. Queen Mother IV of California MaMa Peck

MINISTER OF PRODUCTION
Mr. Cowboy II of California Ron Thompson

MINISTER OF ADVERTISING
Imperial Prince Monte Reddick

MINISTER OF PRINTING
King Father VI of California Lou Greene

MINISTRESS OF TYPESETTING
Imperial Princess Leona

MINISTER OF CONSTRUCTION
Imperial Prince Doyle Barfield

MINISTRESS OF SOCIAL ACTIVITIES
Imperial Princess Nancy Gross

MINISTRESS OF THE GEARY COLONIES
Imperial Princess Bobby Franklin

MINISTER OF SPORTS
Imperial Prince J. C. Cunningham

MINISTER OF FUNDRAISING
Imperial Prince Bob Golovich

MINISTER OF POLICE
H.I.H. Baron of the Golden Gate Rich Carle

MINISTRESS OF POLICE
Imperial Princess Pat McGonigle

MINISTRESS OF WELFARE
Imperial Princess Tenderloin Tessie

MINISTER OF AGRICULTURE
H.I.H. Prince of the Double Eagle Richard Rubin

MINISTER OF MUSIC
H.I.H. Viscount of Geary Dick Bumpus

MINISTER OF LETTERS
Imperial Prince E. Lee Clifton

MINISTER TO FOREIGN COURTS
H.R.M. King Father III of California Frank McClure

MINISTRESS TO FOREIGN COURTS
H.R.M. Queen Mother V of California Greta Grass

MINISTRESS OF LETTERS
H.I.H. Dauphine II de San Francisco Melvina

MINISTRESS OF CHARITIES
Empress I of Portland Rose

MINISTER OF LAW
Imperial Prince Michael LeGreir

MINISTER OF THE EXCHEQUER
Imperial Prince Bob Applebee

MINISTRESS OF GOOD WILL
Imperial Princess Vivian

MINISTER OF INFORMATION
Imperial Prince Jim Danley

MINISTER OF POSTAL SERVICE
Imperial Prince Steve McBride

LORD HIGH CHAMBERLAIN
Imperial Prince Vince Cozzitorti

LADY HIGH CHAMBERLAIN
Empress XI de San Francisco Flame

LORD HIGH PARLIAMENTARIAN
Imperial Prince Bil Chapman

LADY HIGH PARLIAMENTARIAN
Empress VII de San Francisco Jonni

MINISTRESS ADVISOR TO THE EMPRESS
H.I.H. Czarina de Polkstrasse VooDoo

MINISTRESS SECRETARY TO THE EMPRESS
Imperial Princess Gene Forrest

MINISTER OF CASTRO
Imperial Prince Bob Pace

MINISTRESS OF CASTRO
Imperial Princess Heidi

LADY HIGH MINISTRESS OF
THE IMPERIAL PALACE AND ESTATES
Empress III de San Francisco Shirley

LORD HIGH MINISTER OF
THE IMPERIAL HOUSEHOLD
Imperial Prince Matthew Edwards

LADY HIGH MINISTRESS TO HER MAJESTY
Imperial Princess Jaime

CONFIDANTE TO HER MAJESTY
The Princess Imperial Connie

CONFIDANTE TO HER MAJESTY
The Princess Imperial Mae

CONSORT TO HER MAJESTY
Prince Imperial Victor

**THE RUN OF THE MILL GANG
IS BACK**

BOB · PETER · METZ · HARRY · BILL

**SUTTER'S MILL
· A SALOON ·**

**JIM
GEORGE
TIM
JOE
CHUCK**

**MICHAEL
MAUREEN
PATRICK
DARRYL**

**ROY
POOH
KENT
REGGIE**

**KITTY
JOHN
TRIQUE
CHRIS**

30 KEARNY STREET * SAN FRANCISCO, CA.

397-0121



DEDICATION

This evening is dedicated not only to my Parliament and Court but to the following very special people in my life:

The Grand Czarina de Polkstrasse VooDoo
Lord High Minister Matthew Edwards
Empress VII Jonni and Lord High Minister Bil Chapman
Empress III Shirley
Imperial Princess Jaime
Empress IX Frieda
Imperial Great Lady de San Francisco Herman
Lord High Minister Vince Cozzitorti
Empress XIII Char
Princess Imperial Mae
Princess Imperial Connie
Husband #1, Emperor VII A.N. Bob Ross
Husband #2, Emperor Chuck Demmon
My Prince Imperial Victor,
who has shared my life for 15 years
My Sister Empress XI Flame
My Dear Friend and Co-Chairperson of this Coronation
Queen Mother V of All California Greta Grass

*Ginger, Empress de
San Francisco*

**CONGRATULATIONS
TO THE NEW EMPRESS 1980-81**

from the

Railway Express Saloon

and

Jimmy, Bob, Big Bird, Rudy

On Stage

at the Railway Show Car

SUN.

WED.

FRI.

Ruth Hastings and Co.

Sharon McNight

Amanda Hughes

**Railway Express Saloon
147 Taylor Street
San Francisco**

**771-5885
No Cover**

Thank You

Prince Consort VICTOR

For Your Patience



To Our Aunt

*Her Imperial Majesty
Empress XIV de San Francisco*

Thank You!

To Our Aunt

*Her Imperial Majesty
Empress XV de San Francisco
Welcome and Best Wishes!*

**His Imperial Highness
Le Baron Premier de San Francisco
Horst**

Gingers ★
EDDY AND MASON STREETS
San Francisco

An inexpensive drinking bar
for people with money

771-3900



THE RAM'S HEAD

117 TAYLOR STREET

**congratulations
XV!**

SAN FRANCISCO, CA

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COITTS



**BEST
WISHES**

**THE
HOB NOB
700 Geary
771-9866**



The Peter Pan Saloon

30 MASON
982-1928
SAN FRANCISCO

THE COUNCIL OF EMPERORS
wishes to invite everyone to
CORONATION 1980
Saturday, September 13

Entertainment for the evening will be
a special all-male live production

**PRIVY COUNCIL
DE SAN FRANCISCO**

Empress I Jose
Empress IV Reba
Empress VII Jonni
Empress IX Frieda
Empress XIII Char
Baroness of the Seven Hills, H.S.H. Henri Von Dieckoff
Czarina of Polkstrasse VooDoo
Czarina of Castro Michelle
Baron I of San Francisco Horst Eichner
Dauphine II of San Francisco Melvina
Baron of the Golden Gate Rich Carle
Lord High Executioner Clarence Nora
Imperial Great Lady of San Francisco Herman Nieve

*Good Luck
to all the entrants
from the active members of
The Privy Council de San Francisco*

**CONGRATULATIONS
TO
EMPRESS XV**

Big Joe and The Bill White Revue

Shows
Thursday thru Sunday
9:30PM

THE LANDMARK

45 TURK ST.

**THE
RAFTERS
INN**

441-4600

SAN FRANCISCO

**COCKTAIL LOUNGE
1035 POST ST**

**RESTAURANT
40 CEDAR ST**

ELEANORE'S

29th & Mission

647-7744

**DANCE BAR
POOL TABLE
SHUFFLEBOARD
PIN BALL**



CREDITS

CORONATION CO-CHAIRPERSON: Queen Mother V of California Greta Grass

MASTER OF CEREMONIES: Emperor Bob Ross

MISTRESS OF CEREMONIES: ACT I - Flame, ACT II - Char, ACT III - Frieda, ACT IV - Greta Grass

STAGE AND SET MANAGER: Imperial Prince Steve Maidhoff

FLOOR MANAGER: Baron of the Golden Gate Rich Carle

SOUND: Bruce Trondson

MUSIC: The Record House

LIGHTS: Bob Danell

FLOWERS: Tenderloin Petals

DECORATIONS: Empress XI Flame

USHERS: Bike Club Members of San Francisco

TICKETS: Greta Grass - Greta's Wooden Horse

CORONATION POSTER: Rex of The Ruling Arm

PROGRAM: MANAGER: Matthew Edwards, Tavern Guild Director

LAYOUT: Bay Area Reporter

TYPESETTING: Tony Perry

PRINTING: Lou Greene Printers

SALES: Lord High Executioner Clarence, Queen Mother IV of California MaMa Peck, Imperial Princesses
Pushy Phyllis and Emerald, Miss Cowgirl Dee Dee Love, Lord High Minister Pat McGonigle

TABLE CONSTRUCTION: Bill Lowenthal

RUNWAY: Barbary Coasters Motorcycle Club

BAR: Tavern Guild of San Francisco, President Wayne Friday, Vice President Jim Bonko, George Banda, Czarina Lorelei

BANNER DESIGN & EXECUTION: Rick Thompson and Fred Townson

SPECIAL THANKS to the following, who, in addition to the above people, served on the Coronation Committee:

Miss Gay San Francisco Gina, Mr. Gay San Francisco Luis, Vice President of the Barbary Coasters Matthew Brown,
John Blythe, Mr. Tavern Guild Sweet William, Members of the Imperial Trident Court of Emperor Chuck Demmon

Thanks, Ginger,
for a well done year!

New Bell Saloon



ATTITUDE ADJUSTMENT

HOURS: 5 PM 7 PM

75¢ COCKTAILS
ENTERTAINMENT *David Kelsey*



**HAPPY
HOUR**

HOURS: 5^P~7^P_M

Entertainment:
*Western
Bands*

SALOON

OPEN DAILY 6AM

Sun. 4PM-8PM

"NEW" Brunch on Sat. & Sun

**Congratulations
to Empress XV!**

**THANK YOU,
GINGER**

**CONGRATULATIONS
EMPRESS XV**

*Mr. Cowboy Harry
Miss Cowgirl Sister Bruce*

GINGER
FLAWLESS!!!!

JOEY

San Francisco Tavern Guild Foundation

presents

THE CANDIDATES FOR EMPRESS XV



Bubbles



Remy



Tessie

CONGRATULATIONS

from

LOU GREENE

BUTTONS

POSTERS

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NOW IN ITS 10TH YEAR

B.A.R. (Bay Area Reporter)—A well-written, intelligently produced guide to the gay community, featuring news listings, great ads and odd columns. . .

New West Magazine
1978

B.A.R. GIVES GOOD. . .

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TYPESETTING**

A supplement of
Bay Area Reporter
A service for the community
and the media

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Friday - Saturday 5:30 - 11:00

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Bar at 5:00PM

One Block from Golden Gate and Orpheum Theaters

Ample Parking

Piano Bar Nitely with Open Mike

MASTER CHARGE — BANKAMERICARD — VISA

Congratulations Winner!

“Thank You, Ginger”

Ginger Empress x/12



MY HAND IN LOVE AND FRIENDSHIP